



October 9, 2009

# Friday Flash

Fall is officially here and [10D forms](#) are available online. Secondary teachers, remember to submit your 10D online by October 15th. Postsecondary and secondary programs are required to declare their [Technical Skills Assessment \(TSA\)](#) by **November 15th**. You will find documents at [www.pte.idaho.gov](http://www.pte.idaho.gov).



Check out the updated [Titles, Codes, and Descriptions handbook](#) online. Courses are listed by Career Cluster and Pathway.

Updated curriculum is available online listed under [University of Idaho Curriculum Crosswalk](#).

## Schoolwires

Technology investments must be looked at strategically, especially in these trying times according to the Consortium for School Networking (CoSN). The Schoolwires Website and Community Management Platform offers a clear value on your investment by enriching the 21st century skill sets of teachers and students, by inspiring community support and engagement, and by increasing parental involvement; all of which positively impact student achievement. And the savings will be significant as you transition costly print-based documents and resources to a web-based format. Printing costs, postage, and time savings all contribute to a return greater than your financial investment in the platform itself. To read more about how your school can leverage technology to cut costs and create value for all your constituents, please click [here](#).



## See following for information on TSA Deadline Extension

## Technical Skills Assessment (TSA) – Business & Marketing Education

The Perkins Act of 2006 requires states and local education agencies to report on student attainment of technical skill proficiencies that are aligned with industry-recognized standards. Technical skill assessment (TSA) is now a requirement for all PTE programs and student performance on TSA's will have to be reported on the annual Perkins performance measures.

In an effort to provide technical assistance for implementing TSA's, we are asking schools to complete a **one-time** form called "Notice of Intent for Implementing State Approved Technical Skill Assessments". An overview of Technical Skill Assessment and the TSA Notice of Intent form are available for download at <http://www.pte.idaho.gov/Perkins/PerkinsHome.htm>.

On the TSA Notice of Intent form list all of the state approved PTE programs of study offered at your school or institution; one on each row. Each program area is required to have a minimum of one (1) Program of Study. Disregard the "CIP Code" and "Career Cluster" columns; this information will be added at the state office. For each program of study provide the information on technical skill assessment (TSA) currently being used or planned for the program of study. The list of state approved TSA's is available at <http://www.pte.idaho.gov/Perkins/PerkinsHome.htm>. If you are unable to find an appropriate assessment enter "Unknown" in the source of assessment column. Please submit the TSA Notice of Intent form electronically on or before **November 15th**.

The information on this form will be sorted by program area so program managers can provide assistance to schools in implementing TSA's. Please contact Dick Ledington at [dledingt@pte.idaho.gov](mailto:dledingt@pte.idaho.gov) or 334-3216 for more information.

## Adobe Certification

As employers and schools recognize the value of Adobe Certified Associate (ACA) skills, they'll seek standards and credentials to ensure graduates are equipped to do the job. Adobe Certifications meet the demand for entry-level skills needed to plan, design, build, and maintain effective communications using Adobe's popular digital media applications: Adobe Photoshop, Adobe Flash, and Adobe Dreamweaver.

The ACA can be incorporated into your current courses to measure success, or access free curriculum from Adobe Education which maps to the exam objectives. The exam replicates application experience by testing hands-on skills in Adobe software and can be easily administered onsite. To learn more about the program visit [www.certipoint.com/adobe](http://www.certipoint.com/adobe).

**John Barlow**

Account Manager

Certiport, Inc.

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Direct Line: 801.847.3127

Toll Free: 888.999.9830 x127

Email: [jbarlow@certipoint.com](mailto:jbarlow@certipoint.com)

[www.certipoint.com](http://www.certipoint.com) • [www.certipoint.org](http://www.certipoint.org)

## 2009-2010 Virtual Business Scholarship

The 2009-10 Virtual Business Scholarship application is now available online. The application is accessible at: [www.KnowledgeMatters.com/scholarships](http://www.KnowledgeMatters.com/scholarships). Business, marketing and personal finance students currently enrolled in their junior and senior years of high school throughout the United States are eligible for the scholarship. The applications will be judged nationally and the scholarship amount is \$1,000 for first place, \$500 for second place, and \$250 for third place. Application submittals are due by April 1, 2010.

If you have any questions, I may be reached via email at [Ginley@KnowledgeMatters.com](mailto:Ginley@KnowledgeMatters.com) or toll-free at (877)965-3276. Maureen Ginley, Knowledge Matters, Inc.

## Adobe Certification

### The BPA Professional Cup: Just the Facts (from [www.bpa.org](http://www.bpa.org))

#### Who is eligible?

Any state association in the Middle Level, Secondary or Post-secondary division (the Associate Division state associations compete in the Secondary division)

#### What is the award?

A plaque that the state keeps permanently, and a 10-year trophy that is passed around to winners for 10 years before being given permanently to the state who won the Professional Cup the most times during that decade.

#### How is the winner decided?

The winning state is the state with the highest percentage of chapters participating in Special Recognition Awards plus the total number of chapters participating.

<http://www.bpa.org/webmag/article.aspx?id=49#>

If you are interested in helping your chapter earn the coveted BPA Professional Cup, check out the link listed above.

## Motivational

### Quote of the Day

**"Our ultimate freedom is the right and power to decide how anybody or anything outside ourselves will affect us."**

— **Stephen Covey**: Personal development author and speaker

Lastly, we are planning now for Summer Conference 2010. If you are interested in serving on the planning committee, please let me know. Thanks and have a great weekend.

Sincerely,



Angie Neal  
[aneal@pte.idaho.gov](mailto:aneal@pte.idaho.gov)